

World Asthma Day WORLD ASTHMA DAY



Event Planning Kit

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World Asthma Day Materials Order Form



Dear World Asthma Day Partner:

Asthma has reached epidemic proportions in the United States, affecting approximately 15 million people of all ages and races, particularly children. To address this important health issue, May is designated Asthma Awareness Month. World Asthma Day—May 6, 2003 presents a great opportunity for you to get involved and raise awareness of the indoor and outdoor pollutants that trigger asthma episodes. On behalf of the Environmental Protection Agency (EPA), I would like to thank you for sponsoring an asthma education activity in your local community in support of World Asthma Day and Asthma Awareness Month.

In this Event Planning Kit, you will find many ideas for planning asthma events in schools, hospitals, libraries, state capitol buildings, or other community settings. Also included are a sample proclamation, press release, local and regional contact lists, and a form for ordering additional materials. The Kit is also available on EPA's Web site at www.epa.gov/asthma.

EPA and other organizations have many wonderful outreach materials for your use. One such resource is "Buster's Breathless," from the four-time Emmy Award-winning WGBH-TV (Boston) kids' series, Arthur®. In this episode, Arthur's best friend, Buster, learns that he has asthma. WGBH-TV has also created an asthma supplement to the successful ARTHUR® "Hooray for Health!" curriculum for children, focusing on incorporating environmental asthma triggers into asthma management plans. To order these materials, see the enclosed Materials Order Form.

Established in 1999 by the Global Initiative for Asthma, World Asthma Day is a joint project of the World Health Organization and the National Heart, Lung, and Blood Institute at the National Institutes of Health. Organizations throughout the world are working together to develop special activities to increase public awareness of the asthma epidemic.

Hundreds of asthma awareness events will take place across the United States during May. Please take a few minutes to fill out and return the enclosed form to publicize your event on EPA's Web site. We value your feedback on the usefulness of the enclosed materials and welcome any suggestions for future materials.

We look forward to assisting you with planning your asthma education event(s). Working together, we can help families take control of asthma.



Brenda B. Doroski World Asthma Day Coordinator U.S. Environmental Protection Agency

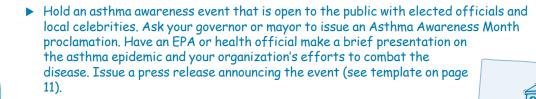




Ideas for Asthma Awareness Activities

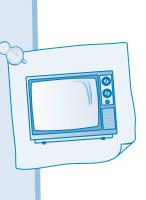
May is Asthma Awareness Month! May 6, 2003, is World Asthma Day!

There is no better time to promote asthma education, including management of environmental triggers. Join EPA to plan an educational event for your community. Things to do include:



- ▶ Sponsor an asthma awareness event at a local school, library, hospital, health clinic, or state capitol. Partner with local organizations involved with asthma or other children's health issues in order to pool resources and increase attention and publicity to the event.
- ► Find out about any local leaders or celebrities who have asthma and ask them to participate in your event.
- ► Contact local Black churches in your area to find out how you can participate in their Mother's Day programs. Let them know that asthma disproportionately affects African-American children.
- Arrange to display and distribute asthma educational materials at local sporting events (e.g., baseball, soccer).
- Sponsor an asthma awareness event with your local PBS station featuring the "Buster's Breathless" episode of Arthur®. To visit Arthur®'s Web site, go to http://pbskids.org/arthur. See the enclosed Materials Order Form to request your free copy.
- Ask local television and radio stations to include EPA's asthma and secondhand smoke public service announcements in their programming.
- ➤ Schedule local TV and radio interviews to talk about asthma and your organization's programs to educate the public on the role environmental asthma triggers play in the development of asthma.
- Contact area health insurers and managed care organizations to promote asthma education. See page 9 for a list of possible activities.
- ► Contact the National Association of School Nurses (NASN) or the Asthma and Allergy Foundation of America (AAFA) to arrange professional educational seminars, such as AAFA's "Asthma Management and Education Program," for health professionals.





World Asthma Day

Ideas for Asthma Awareness Activities (continued)



- ▶ Introduce local schools to the *Indoor Air Quality Tools for Schools* Kit to protect all children from asthma triggers.
- ► Contact state or local education associations for support in sponsoring asthma awareness activities in your local schools.
- ➤ Sponsor an asthma walkathon. Invite local partners, hospitals, and pharmaceutical companies to provide asthma educational displays and materials.





- ▶ Hold an asthma health fair offering free pulmonary screenings and education on environmental asthma triggers and management. Ask local partners, hospitals, and pharmaceutical companies to provide educational displays and materials.
- Ask local hospitals, clinics, doctors' offices, and pharmacies to display and distribute asthma educational materials.
- Arrange to display and distribute asthma educational brochures at public libraries, community centers, or other popular places.
- ▶ Ask local chapters of health professional organizations (i.e., respiratory therapists, nurses, pulmonologists, and pediatricians) to include articles in their newsletters on the role environmental asthma triggers play in the development and exacerbation of asthma, and encourage them to incorporate environmental control in their patients' asthma management plans.



Last Year's World Asthma Day 2002 Honorees



On World Asthma Day, May 7, 2002, EPA sponsored an event at George Mason Elementary School in Alexandria, Virginia, to educate children about asthma. At the event, EPA honored:

- ▶ **Kim Gosselin,** for authoring several children's books on asthma including *Taking Asthma to School*;
- ▶ **WGBH Boston,** for producing the "Buster's Breathless" episode of the popular PBS children's show, ARTHUR®; and
- ▶ **Robin Wallin,** School Nurse at George Mason Elementary School, for her efforts to educate children on asthma triggers and management.



How to Plan an

Asthma Education Event

in Your School

May is Asthma Awareness Month! May 6, 2003, is World Asthma Day!

There is no better time to promote asthma education, including management of environmental triggers. Join EPA to plan an educational event for staff, parents, and students at a local school. To do this, you will need the support of the school or district administration, school nurse, and other key staff. Things to do include:

▼ Plan asthma educational activities at the school:

- Offer asthma screenings and education on environmental asthma triggers and management; contact a local hospital's respiratory care department to provide respiratory therapists and equipment;
- ► Read children's books on asthma to students, such as *Taking Asthma to School, Zoo Allergy*, and *The ABC's of Asthma*, by Kim Gosselin;
- ► Show the Arthur® video, "Buster's Breathless;"
- Arrange a school-wide assembly with guest speakers, such as kids with asthma, local celebrities, TV personalities, or local doctors or politicians;
- Organize an asthma poster contest for children;
- Coordinate with your local American Lung Association (ALA) to launch an *Open Airways for Schools* Program for students age 8-11 with asthma;
- Coordinate with the Asthma and Allergy
 Foundation of America (AAFA) to launch a
 Power Breathing Program for middle and high
 school students with asthma;
- Start a school-based asthma club or provide information on Web-based asthma clubs such as ALA Nebraska's Asthma Buster's Club at www.asthmabusters.org; contact AAFA for information on starting an educational support group for school age children;
- ► Offer asthma education during in-service days for teachers, custodians, and other school staff;
- Offer asthma education for parents at local PTA/ PTO meetings or other similar events;

- Ask the National Association of School Nurses (NASN) to offer their course, *Managing Asthma Triggers*, to nurses in your district;
- Sponsor a staff breakfast or lunch and introduce the *Indoor Air Quality Tools for Schools* Program;
- Design asthma awareness bulletin boards or other displays for students and staff;
- ► Encourage teachers to incorporate asthma and the environment into appropriate curricula, e.g., science and health;
- Post information in teacher and other school staff lounges;
- Include asthma awareness information in school newsletters and other packets sent home to parents/guardians; and
- ► Conduct a walkthrough of your school to determine if asthma triggers exist. If triggers are found a remediation plan should be developed and implemented as soon as possible. See the *IAQ Tools for Schools* Kit for assistance.
- ▼ Recruit local sponsors to provide giveaways or support. Potential sponsors include area businesses and organizations—such as the local chapter of the ALA or AAFA—that may assist in asthma events or trainings.
- ▼ Publicize your event(s) and Asthma Awareness Month on the school bulletin board or Web site, in the school newsletter, in state and local education association newsletters and Web sites, flyers, PTA announcements, local newspapers, and local media.

How to Plan an Asthma Education Event in Your School (continued)

And remember...

- ▼ Asthma educational materials are available for students, teachers, nurses, school officials, parents, and the community. The following are some of the materials that are available to you:
 - ► EPA's "Clear Your Home of Asthma Triggers" brochure;
 - ► EPA's "Take the Smoke-Free Home Pledge" brochure and poster;
- Asthma coloring books (available from the American Academy of Allergy, Asthma and Immunology);
- ► ARTHUR® "Hooray for Health! All About Asthma" curriculum and stickers;
- ► ARTHUR® video, "Buster's Breathless;" and
- ► AAFA Student Asthma Action Cards.



Ten Ways to Manage Asthma in the School Environment

1 Use the IAQ Tools for Schools Kit

► Improve the school environment with IAQ practices recommended in this Kit. To order the free Kit, go to www.epa.gov/iaq/schools.

Control Animal Allergens

► Remove warm-blooded animals from the classroom and school.

? Control Cockroach Allergens

Use integrated pest management practices to prevent cockroach and other pest problems (e.g., store food in tightly sealed containers and place dumpsters away from the building).

4 Clean Up Mold and Control Moisture

- Fix moisture problems and thoroughly dry wet areas within 24-48 hours to prevent mold growth.
- ► Clean up hard, moldy surfaces with water and detergent, and then dry thoroughly.

5 Eliminate Secondhand Smoke Exposure

► Enforce no-smoking policies in the school.

Reduce Dust Mite Exposure

► Make sure the school is dusted and vacuumed thoroughly and regularly.

7 Develop an Asthma Management Plan in Your School

- ► Include school policies on inhaler and other medication usage and emergency procedures for school staff to follow for asthma attacks.
- Make sure students with asthma obtain and turn in copies of their Asthma Action Cards to teachers, the school nurse, etc.

- ► Encourage students to work with their parents to identify and manage their asthma triggers.
- ► Obtain the National Asthma Education and Prevention Program's *Managing Asthma: A Guide for Schools* via www.nhlbi.nih.gov.

Provide School-Based Asthma Education Programs

- ► Contact your local American Lung Association about *Open Airways for Schools*, a school-based asthma management program for students age 8-11 with asthma.
- ► Contact the Asthma and Allergy Foundation of America (AAFA) about *Asthma Care Training for Kids and Parents*, an education program for kids age 7-12.

O Reduce School Bus Diesel Exhaust

- ► Replace the oldest buses in the fleet with new ones.
- ► Install effective emission control systems on newer buses.
- Encourage policies and practices to eliminate unnecessary school bus idling.

10 Gather Additional Asthma Information and Resources

- Establish a complete file on existing asthma and allergy-related information sources to reference throughout the school year.
- ► Ask the National Association of School Nurses (NASN) to offer their course, *Managing Asthma Triggers*, to nurses in your district.
- Visit EPA's asthma Web site at www.epa.gov/asthma.



How to Plan an **Asthma Education Event**at a Local Hospital or Clinic

May is Asthma Awareness Month! May 6, 2003, is World Asthma Day!

There is no better time to promote asthma education, including management of environmental triggers. Join EPA to plan an educational event for staff, patients, and the public at a local hospital or clinic. To do this, you will need the support of hospital or clinic management and key staff. Things to do include:

- ▼ Conduct asthma educational trainings and coordinate activities at the local hospital or clinic:
 - Offer asthma screenings and education on environmental asthma triggers and mangagement;
 - Incorporate asthma into health fairs;
 - ► Show the Arthur® video, "Buster's Breathless," and EPA's asthma and secondhand smoke public service announcements;
 - Educate parents on asthma and the risks of secondhand smoke;
 - ► Distribute asthma education materials with prescriptions filled at local pharmacies;
 - ▶ Provide guest speakers—such as asthma patients, doctors, nurses, or TV personalities—to describe how to live with asthma; and
 - Schedule a press conference with local media to discuss current asthma care practices.
- ▼ Recruit local sponsors to provide giveaways or support. Potential sponsors include area businesses and organizations—such as the local chapter of the American Lung Association—that may assist in asthma events or trainings.
- ▼ Contact the Asthma and Allergy Foundation of America about conducting an "Asthma Management and Education" training for health professionals who educate and care for patients with asthma.

- ▼ Contact the American Association for Respiratory Care (AARC) to obtain the "Environmental Triggers of Asthma" CD-ROM continuing education course for respiratory therapists.
- ▼ Issue press releases and publicize your event in newsletters, patient information packets, on Web sites, and through local media.

- Asthma educational materials are available for patients, hospital or clinic staff, and families. The following are some of the materials that are available to you:
 - ► EPA's "Clear Your Home of Asthma Triggers" brochure;
 - ► EPA's "Take the Smoke-Free Home Pledge" brochure and poster;
 - Asthma coloring books (available from the American Academy of Allergy, Asthma and Immunology);
 - ► ARTHUR® "Hooray for Health! All About Asthma" curriculum and stickers; and
 - ► ARTHUR® video, "Buster's Breathless."





How to Plan an **Asthma Education Event**at a Local Library

May is Asthma Awareness Month! May 6, 2003, is World Asthma Day!

There is no better time to promote asthma education, including management of environmental triggers. Join EPA to plan an educational event for children and the community at a local library. To do this, you will need the support of the library staff, particularly the Director of Children's Programming. Things to do include:

- ▼ Schedule a children's reading time dedicated to asthma. Consider reading the following books, written by Kim Gosselin:
 - ► Taking Asthma to School,
 - ▶ Zoo Allergy, and
 - ► The ABC's of Asthma.
- ▼ Publicize your event in library newsletters, flyers, on Web sites, bulletin boards, and through local media.
- ▼ Plan a book fair with a health theme. Invite local expert speakers to provide "mini-seminars" on asthma and related topics at the library throughout the day.

- Asthma educational materials are available for library visitors. The following are some of the materials that are available to you:
 - ► EPA's "Clear Your Home of Asthma Triggers" brochure:
 - ► EPA's "Take the Smoke-Free Home Pledge" brochure and poster;

- ► Asthma coloring books (available from the American Academy of Allergy, Asthma and Immunology);
- ► ARTHUR® "Hooray for Health! All About Asthma" curriculum and stickers; and
- ► ARTHUR® video, "Buster's Breathless."





How to Plan an **Asthma Education Event**

at Your State Capitol

May is Asthma Awareness Month! May 6, 2003, is World Asthma Day!

There is no better time to promote asthma education, including management of environmental triggers. Join EPA to plan an educational event in your state's capitol building. To do this, you will need the support of government officials and local communities. Things to do include:

- ▼ Contact your state legislator who can act as your sponsor for the event. Your legislator's office can help you obtain space in the state capitol. You will most likely be asked to coordinate details with the capitol's operations office.
- ▼ Sponsor education activities in the state capitol building. Partner with local organizations involved with asthma or other children's health issues in order to pool resources and increase attention and publicity for the event.
- ▼ Issue an asthma proclamation (see sample on page 10).
- ▼ Plan a health fair providing free asthma screenings and education on environmental asthma triggers and management. Recruit local sponsors to provide giveaways or funding to support the health fair. Potential sponsors include area doctors, respiratory care departments, businesses, and non-profit organizations that may assist in setting up asthma screenings and identifying additional sponsors.
- ▼ Hold a press conference to announce the state's partnership and encourage the state as a whole to participate.
- ▼ Issue press releases and publicize your event in local newsletters, the state's Web site, and local media.

- ▼ Work with the state's press office to set up interviews with experts in the field, people who have asthma, and government officials. The press office can also set up meetings for state officials and local organizations to visit schools and daycare facilities to promote asthma management.
- ▼ Coordinate with local governments, businesses, asthma coalitions, doctors, respiratory therapists, and school districts to co-sponsor or participate in your event.
- ▼ Remember to plan your event well in advance to address any security concerns.

- Asthma educational materials are available for state offices and to the general public. The following are some of the materials that are available to you:
 - ► EPA's "Clear Your Home of Asthma Triggers" brochure;
 - EPA's "Take the Smoke-Free Home Pledge" brochure and poster;
 - Asthma coloring books (available from the American Academy of Allergy, Asthma and Immunology);
 - ARTHUR® "Hooray for Health! All About Asthma" curriculum and stickers; and
 - ► ARTHUR® video, "Buster's Breathless."



World Asthma Day



Asthma Education Ideas

for Health Insurers and Managed Care Organizations

May is Asthma Awareness Month! May 6, 2003, is World Asthma Day!

There is no better time to promote asthma education, including management of environmental triggers. Join EPA to plan an educational event for patients and providers in a community setting. Things to do include:

- ▼ Place an article in a newsletter or e-bulletin to educate patients about asthma, indoor environmental triggers and ways to manage asthma.
- ▼ Distribute asthma materials to providers (hospitals, specialists and physicians) to educate them about comprehensive asthma management for patients. In addition, co-sponsor a one-day training for providers with a local chapter of the American Lung Association or Asthma and Allergy Foundation of America.
- ▼ Contact the American Association for Respiratory Care (AARC) to obtain the "Environmental Triggers of Asthma" CD-ROM continuing education for respiratory therapists in your network.
- ▼ Host a health fair in a community setting, such as a hospital or area high school. Offer an asthma and allergy screening. Distribute information about asthma management and methods to identify and mitigate indoor environmental triggers. Recruit local sponsors to provide giveaways or support. Examples of donated materials include items helpful in mitigating indoor environmental triggers, such as pillow or mattress covers or HEPA filters for vacuums.
- Encourage hospitals and physicians to run EPA asthma and secondhand smoke public service campaigns in closed circuit television in patient waiting rooms.

- ▼ Sponsor an asthma awareness event in a local school setting and educate students, teachers and faculty about ways to manage asthma in the school environment. Distribute asthma action plans to school nurses and students.
- ▼ Honor outstanding providers in your network with an "Asthma Award of the Year" for demonstrating excellent leadership in comprehensively managing patient asthma and increasing asthma awareness with patients.
- ▼ Conduct an in-home environmental assessment in select homes in locations with a high prevalence of asthma. Display these homes as models to showcase the importance of managing indoor environmental triggers.
- ▼ Create a link from your plan's Web site to EPA's Web site so patients and providers can learn more information about comprehensive asthma management.

- ▼ Asthma educational materials are available for students, teachers, nurses, school officials, parents, and the community. The following are some of the materials that are available to you:
 - EPA's "Clear Your Home of Asthma Triggers" brochure; and
 - ► EPA's "Take the Smoke-Free Home Pledge" brochure and poster.



Sample Proclamation

From a Local Official

Enlist a well-known local official to issue a proclamation supporting events and activities during May, Asthma Awareness Month, or on World Asthma Day, May 6, 2003. Below is a sample proclamation that can serve as a guide.

YOUR CITY, COUNTY, OR STATE



YOUR GOVERNMENTAL OFFICE

[COUNTY EXECUTIVE'S, MAYOR'S, GOVERNOR'S] PROCLAMATION IN SUPPORT OF ASTHMA AWARENESS MONTH IN [COUNTY, CITY, OR STATE]

asthma has reached epidemic proportions in the United States, affecting about 15 million WHEREAS.

asthma is the leading cause of childhood hospitalizations, long-term illness, and school WHEREAS,

absenteeism, accounting for more than 14 million missed school days each year;

each year 2 million people are rushed to the emergency room and 5,000 people die from WHEREAS.

asthma;

asthma is a long-term, inflammatory disease in which the airways of the lungs constrict, causing WHEREAS,

wheezing, breathlessness, chest tightness, and coughing;

exposure to allergens and irritants such as dust mites, mold, cockroaches, pet dander, and WHEREAS,

secondhand smoke can bring on an asthma episode;

secondhand smoke worsens children's asthma in up to one million children; WHEREAS,

there are simple steps people can take to reduce their exposure to environmental asthma WHEREAS,

triggers;

[your organization] and the U.S. Environmental Protection Agency are encouraging WHEREAS,

Americans to identify and reduce their exposures to environmental triggers in homes and schools, and incorporate environmental controls into their asthma management plans.

THEREFORE, I, [name], [title] of [county, city, or state] do hereby proclaim: NOW.

> May [Year] Asthma Awareness Month In [County, City, or State]



(Signature of Official)

Recycled/Recyclable • Printed with Vegetable Oil Based Inks on 100% Recycled Paper (40% Postconsumer)

Event Planning Kit World Asthma Day



Press Release Template

This template can be customized to highlight your asthma awareness event. Learn specific information about the number of children with asthma in your state from the Centers for Disease Control and Prevention's Web site at www.cdc.gov. Include this information in your press release.

FOR IMMEDIATE RELEASE

Contact:

[Name]
[Phone Number]

[Email Address]

[YOUR COMMUNITY] CELEBRATES ASTHMA AWARENESS MONTH

[PLACE- Release DATE] - In the United States alone, 4.8 million children suffer from asthma, which accounts for one third of all pediatric emergency room visits. In addition, asthma is the fourth most common reason for pediatric physician office visits, and is one of the leading causes of school absenteeism. [Insert your state specific asthma statistics.]

In response to these alarming statistics, and in an effort to raise public awareness of the risks faced everyday by 15 million Americans living with asthma, [YOUR ORGANIZATION] is joining the Environmental Protection Agency (EPA) to participate in Asthma Awareness Month and World Asthma Day on May 6, 2003. [YOUR ORGANIZATION] is holding a [NAME OF EVENT] on [DATE] at [LOCATION] in [CITY].

All across the world, events are being held in May as part of Asthma Awareness Month. Join [YOUR ORGANIZATION] and EPA at events nationwide during May. Each event will raise awareness about indoor and outdoor pollutants that trigger asthma and ways to prevent children's athma episodes.

For more information on EPA's Asthma Program and World Asthma Day, log on to www.epa.gov/asthma and [YOUR ORGANIZATION'S WEB SITE].





World Asthma Day

National Organizations & EPA Regional Contacts

World Asthma Day National Organizations Contacts

For more information on World Asthma Day, contact:

Allergy and Asthma Network Mothers of Asthmatics

(800) 878-4403 www.aanma.org

American Academy of Allergy, Asthma and Immunology

(414) 272-6071 www.aaaai.org

American Academy of Pediatrics

(847) 434-4000 www.aap.org

American Association for Respiratory Care

(972) 243-2272 www.aarc.org

American College of Allergy, Asthma and

Immunology (847) 427-1200 www.acaai.org *American College of CHEST Physicians* (847) 498-1400

www.chestnet.org

American Lung Association

(800) LUNG-USA www.lungusa.org

Asthma and Allergy Foundation of America

(800) 7-ASTHMA

www.aafa.org

Asthma Goldfish PSA Campaign

(866) NO-ATTACKS www.noattacks.org

www.tvaccessreports.com/epapsa

Bureau of Primary Health Care

(301) 594-4110

www.bphc.hrsa.gov

Global Initiative for Asthma

www.ginasthma.com

Centers for Disease Control and

Prevention

(404) 498-1000

www.cdc.gov

National Association of School Nurses

(207) 883-2117

www.nasn.org

National Education Association Health

Information Network

(202) 822-7481

www.neahin.org

National Heart, Lung, and Blood

Institute, National Asthma Education and

Prevention Program

(301) 592-8573

www.nhlbi.nih.gov/about/naepp

Environmental Protection Agency, IAQ

INFO

800-438-4318 www.epa.gov/asthma

World Asthma Day EPA Regional Contacts

Region 1 - CT, ME, MA, NH, RI, VT

Contact: Rhona Julien 617-918-1782 or 1-888-372-7341

Region 2 – NJ, NY, PR, VI

Contact: Matt Hiester 212-637-4003 Larainne Koehler - NJ 212-637-4005

Region 3 – DE, DC, MD, PA, VA, WV

Contact: Darice Ellis 215-814-2024 or 1-800-352-1973 x 42024 Region 4 – AL, FL, GA, KY, MS, NC, SC, TN

Contact: Linda Thomas 404-562-9152 or 1-800-241-1754

Region 5 – IL, IN, MI, MN, OH, WI

Contact: Sheila Batka 312-886-6053 or 1-800-621-8431

Region 6 – AR, LA, NM, OK, TX

Contact: Michael Miller 214-665-7550 or 1-800-887-6063

Region 7 – IA, KS, MO, NE

Contact: Vickie Angell 913-551-7269 or 1-800-223-0425

Region 8 - CO, MT, ND, SD, UT, WY

Contact: Erin Collard 303-312-6361 or 1-800-227-8917

Region 9 - AS, AZ, CA, GU, HI, NV

Contact: Louise Hill 415-947-4192

Region 10 - AK, ID, OR, WA

Contact: Ann Wawrukiewicz 1-800-424-4372 x2589 or 206-553-2589

